

REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (CONSULTING SERVICES – FIRMS SELECTION)

Bangladesh

**Rural Electrification and Renewable Energy Development II (RERED-II) Project 2nd
Additional Financing (AF-II)**

Loan No./Credit No./ Grant No.: IDA-62020

Assignment Title: Selection of consultant for promoting IDCOL ICS Program

Reference No.: S-29 UNDER REREDP-II AF II

The Infrastructure Development Company Limited (IDCOL) has received financing from the World Bank toward the cost of the Rural Electrification and Renewable Energy Development II (RERED-II) Project 2nd Additional Financing (AF-II) (P131263), and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include ensuring effective communication under the IDCOL Improved Cook Stove (ICS) program. The scope includes designing an effective field level sales campaign for ICS, developing promotional materials to support the local level campaign, developing learning materials for mass awareness and communicating with national and global stakeholders.

The detailed Terms of Reference (TOR) for the assignment are attached to this REOI and also can be found at the following website: <http://idcol.org/home/notice>.

The Infrastructure Development Company Limited (IDCOL) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are mentioned in the TOR. Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality And Cost-Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 1100 to 1500 Bangladesh Standard Time (BST).



Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by 24 April 2022.

Infrastructure Development Company Limited
Attn: Sajjad Bin Siddique, Manager, Procurement
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TERMS OF REFERENCE

Selection of consultant for promoting IDCOL Improved Cook Stove (ICS) Program

I. BACKGROUND

1. IDCOL is a development financial institution established by Bangladesh Government in 1997. The vision of IDCOL is to help ensure economic development of the country and living status improvement of the people through sustainable and environment-friendly investments. Since inception, IDCOL is playing an instrumental role in increasing private sector participation in promotion, development and financing of infrastructure, renewable energy and energy efficient projects. Currently, IDCOL is the market leader in private sector energy and infrastructure financing in the country. Through these initiatives, IDCOL is contributing towards several SDGs including affordable & clean energy, industry & infrastructure development and climate actions.
2. Through its ambitious programs, IDCOL has had a significant impact on the lives of people living in rural Bangladesh. Under its renewable energy programs, IDCOL has a USD 1 billion Solar Home Systems (SHS) program that has sold 4.14 million systems, benefited approximately 20 million people, and generated approximately 180MW of energy. Under its Solar Irrigation Pumps (SIPs) program, IDCOL has approved 1,508 pumps so far and plans to install 50,000 pumps by 2025.
3. The Honorable Prime Minister inaugurated IDCOL ICS Program in 2013. Under the program, 2.65 million ICS have been installed till June 2021. IDCOL has a target to install 5 million ICS by 2023. Currently, 56 Partner Organizations (PO) are implementing this program in about 300 Upazilas of the country. The program aims to increase the coverage to about 400 Upazilas.
4. IDCOL adopted a cluster-based approach for the implementation of the ICS Program. Each Upazila consists of a cluster, and only one PO works in a particular cluster. Under the program, IDCOL provides demand creation and capacity building supports to the POs, and POs role is to manufacture and disseminate the IDCOL approved stoves. IDCOL extends financial support to the POs to implement various promotional activities and do not provide any buy-down grant for the customers. The POs, on the other hand, conduct multiple promotional activities for market development, produce stoves, sale, and ensure after-sales service to the customers. The operational model, coverage area and other relevant information are provided in Annex 1.
5. When IDCOL started the program in 2013, the efficiency of available ICS models in the country was around 20% (Tier 1). Through IDCOL's R&D initiatives, the efficiency level increased to more than 35% (Tier 3), verified by an ISO-certified cookstove testing center in Nepal. These stoves are being produced in decentralized Upazila level production centers using local resources, and the price varies from BDT 375 to BDT 1,500.
6. The program is registered under the Clean Development Mechanism (CDM) of UNFCCC. An independent audit in 2020 by a designated entity of UNFCCC showed that each ICS under IDCOL program saves 1.54 tons of fuelwood and reduces GHG emission by 1.22 tons CO₂ equivalent per year.
7. Till August 2021, about 2.75 million ICS were installed under IDCOL ICS Program against a target to install 5 million ICS by 2023. Therefore, the required average monthly installation to achieve the target is about 83,000 ICS per month.
8. Due to COVID situation, the program activities were severely hampered. Major challenges of COVID includes restrictions in field level activities, interruption in supply chain of raw materials, increased operational costs of POs and decreased ability to pay of the end-users. As COVID situation is improving in the country, the program is expecting to reach monthly average installation of about 60,000 per month by January 2022.
9. Considering the gap between required and actual installation under the program, development and implementation of an effective awareness raising and demand creation campaign



is necessary to expedite growth of the program. In this regard, IDCOL wants to hire a communication firm.

II. OBJECTIVE

10. The broad objective of this engagement is to ensure effective communication under the program. Local level communication will focus on improving efficacy/ impact of the existing awareness raising and demand creation activities of the POs with focus on increased sales of ICS. National/ Global level communication will focus on increasing visibility of the program in a way that it will also support local level activities.

The specific objectives of this engagement are:

- a. To design an effective field level sales campaign for ICS
- b. To develop promotional materials to support the local level campaign
- c. To develop learning materials for mass awareness
- d. National and Global Communication

III. TARGET AUDIENCES

11. For Improved Cookstove:

- Primary:
 - Customers/Users of cookstoves
- Secondary:
 - Partner Organizations for the last mile delivery of stoves

12. For Advocacy Work:

- Global and National:
 - Influencers in the Renewable Energy domain
 - Health sector organizations: focus on Indoor Air Pollution
 - Subject Matter Experts
 - Key Global/National Decision Makers

IV. SCOPE OF WORK

13. A professional agency partner is sought to:

i. **Task 1 (To design an effective field level sales campaign for ICS):** Developing and implementing a sales campaign to reach 5 million ICS by December 2023.

a. Develop a campaignable idea: This 'umbrella' idea must be capable of galvanizing the adoption of improved cook stoves across relevant segments. This lead idea will be developed in light of current approach and activities under the program as well as by reviewing all the available formative research.

b. The campaign will be implemented at field level by the Partner Organizations (PO). POs are responsible for conducting local level awareness raising and demand creation activities under the program. The firm will assess current activities as well as the capacity of the POs.

c. The campaign should be developed based on availability of resources/ budget at PO ends. The firm should be able to demonstrate the benefit/ return on investment of the campaign to the POs.

d. Based on the assessment of PO capacities, the firm will identify the capacity building requirement for the POs. Accordingly, the firm will develop a training plan, contents and delivery plan. The firm will be responsible for providing necessary capacity building/ training supports to the POs.



- e. The firm will attend a number of PO events under the suggested campaign to assess the efficacy of the campaign. Based on the findings, the firm will revise/update the sales campaign plans.
- f. The firm will identify necessary promotional materials, quantities, tentative costs and dissemination methods/ channels required for the campaign.
- g. The firm will also develop and implement a social media campaign focusing on benefits and sales of ICS.
- h. At proposal level the firm will outline the idea and submit Technical and Financial proposal which will be used for evaluation. The financial proposal will include detailed item-wise expenses for activities to be conducted by the firm.
- i. For sales campaign, the proposal should consist, but not limited to, the following:
 - o Sales projection over the period
 - o How existing PO network and other resources will be utilized for this campaign
 - o Capacity development/ training plans for the POs
 - o Preferred promotional materials with rationales, quantities, dissemination method
 - o Mechanism to periodically report the effectiveness of the campaign as well as required revisions/ updates.

ii. Task 2 (To develop promotional materials to support the local level campaign):

- a. As mentioned above, under the design of the campaign, the firm will identify different promotional materials, quantities, dissemination methods/ channels, production and dissemination costs etc.
- b. The firm will be responsible for design and supervision of production/ dissemination of the promotional materials.

iii. Task 3 (To develop learning materials for mass awareness):

Through this materials Illiterate/less educated people can understand the importance of clean cooking for:

- Fuel saving/efficiency
- Climate change mitigation and addressing deforestation
- Health benefit
- Overall financial benefit from saving time, fuel, health expenses

Material developed needs to be in English and Bangla and could be disseminated in hardcopy (comic book) /flip card /poster and soft copy (app/game/quiz/presentation). The material needs to be finalized upon acceptance of IDCOL / WBG and successful piloting in field linked with performance criteria i.e., 75% of participants can answer quizzes on fuel savings, share understanding, gives positive feedback about the importance of the training.

iv. Task 4 (National Level Communication): This should be defined considering two factors, improving image of the program at national level and bolstering the local level promotional campaign. The activities may include 1/2 round table discussion sessions, 6/8 Newspaper articles/ case studies, photo gallery of about 50 (products and beneficiaries), 1 coffee table book based on case studies/ photos (soft copy and at least 75 print copy) etc.

v. Task 5 (Global Communication): The firm will suggest ways to improve the visibility/ image of IDCOL ICS program among global audiences. The activities may include 2/3 publication of newspaper articles/ case studies in international/ reputed medias.



V. DELIVERABLES AND TIMELINE

The duration of the assignment is 18 months from contract signing.

Deliverables	Timeline
1. Sales Campaign	
1.1. Inception Report containing detailed work plan and projected sales volume as per the scope of work.	Within 2 months of contract signing
1.2. 1 st Semi-annual work plan with budget.	Within 2 months of contract signing.
1.3. 2 nd Semi-annual work plan with budget and 1 st Semi-annual progress report with description of activities and impacts and any adjustment for remaining periods.	Within 8 months of contract signing.
1.4. 3 rd Semi-annual work plan with budget and 2 nd Semi-annual progress report with description of activities and impacts and any adjustment for remaining periods.	Within 14 months of contract signing.
1.5. Final report on sales campaign and overall activities.	Within 18 months of contract signing.
2. Development of different promotional and learning materials	
2.1. Plan for development of different promotional and learning materials with timeline and budget	Within 2 months of contract signing
2.2. Delivery of different promotional materials and learning materials as per agreed timeline.	As per agreed timeline.
3. National and global advocacy	
3.1. Plan for national and global advocacy with timeline and budget.	Within 2 months of contract signing
3.2. Implementation of national and global level advocacy plan as per agreed timeline.	As per agreed timeline.

VI. PAYMENT TERMS

Milestones	Payment
Upon acceptance of deliverables 1.1, 1.2, 2.1 & 3.1	10% of agreed total budget.
Upon acceptance of deliverables 1.3	80% of the budget for deliverables of the approved plan of activity 1.2.
Upon acceptance of deliverables 1.4	80% of the budget for deliverables of the approved plan of activity 1.3.
Upon acceptance of deliverables 1.5	80% of the budget for deliverables of the approved plan of activity 1.4.
Achievement of 5 million ICS within 2023	Remaining 10% for activity 1.2, 1.3, 1.4 and 1.5.
Upon acceptance of Deliverables under 2.2 and 3.2 from time to time	90% of the budget for activity 2 and 3.



VII. KEY EXPERT'S QUALIFICATION AND COMPETENCE FOR THE ASSIGNMENT

Experts	Qualification (minimum requirement)	
	Education	Professional Experience
Team Leader	Master's Degree in related fields such as economics, social sciences, mass communications etc.	Minimum 15 years' experiences including at least 5 years as project leader/ manager in similar projects. Proven experience in leading social mobilization/ behavioral change initiatives involving local organizations/ communities in rural areas as well as in advocacy research and publication are essential.
Industry Expert	Master's Degree in related fields such as science & engineering, public health, environment etc.	Minimum 10 years' experiences in similar projects including proven experience in promoting new technologies to rural areas. Subject matter expertise related to indoor air pollution, health impacts of indoor air pollution, biomass stoves and fuels, clean cooking, cooking habits etc. are essential.
Market Development Specialists	Minimum Master's Degree in related fields	Minimum 10 years' experiences in similar kinds of project including proven experience in designing and implementing field campaigns in rural areas related to awareness raising and demand creation.
Training and Skill development specialists	Minimum Master's Degree in related fields	Minimum 8 years' experiences in assessing skill-gaps, designing appropriate training modules and delivering trainings to rural organizations.
Gender/ Social Expert	Minimum Master's Degree in related fields having Academic Course/Training in related topics is preferable	Minimum 8 years' experience in projects involving gender mainstreaming, gender training, women empowerment etc.
Monitoring Specialist	4 years' Bachelor's or Master's degree, having Academic Course/Training in related topics is preferable	Minimum 8 years' experiences in monitoring field level activities in rural areas.
Content Development Specialist	4 years' Bachelor's or Master's degree, having Academic Course/Training in related topics is preferable	Minimum 8 years' experience in content development for public awareness creation, learning and educational program, advocacy and promotion, similar product marketing for rural areas through various types of campaign
Digital Marketing Specialist	4 years' Bachelor's or Master's degree having Academic Course/Training in related topics is preferable	Minimum 5 years' experience in digital marketing for diverse group of users

VIII. CONTENTS OF EOI SUBMISSIONS

IDCOL now invites eligible applicants ("Firms") to express their interest in providing the Services. Interested Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. In this regard, the interested applicants are requested to submit their Expressions of Interest (EOIs) along with the documents listed below:



- a) documentary evidence of incorporation of the Firm (Trade License of the year of registration and of the latest year, Incorporation certificate, TIN Certificate, VAT Registration Certificate)
- b) audit report (by CA firm) for last 03 (Three) years containing necessary disclosures including segregation of revenue sources;
- c) recent bank solvency certificate and/or bank statements showing the amount of liquidity asset available;
- d) details of similar assignments, related to both b. & c. of the section IX. ELIGIBILITY OF CONSULTING FIRM (mentioned below), completed in the last ten (10) years including clients' names, brief description of engagements, contract period, contract value, etc. as per the chart below:

Sl No	Name of the Project/Assignment	Total Contract Value	Period (time of start and end)	Scope of work/ brief description of engagements	Client
1					
2					
...					

- e) completion certificate(s)/proof of contract, mentioned in the above chart, issued by the clients articulating title, topic, duration and amount of contracts/assignments;
- f) list of organization's existing manpower, human resources and experts with their details as per the chart below:

Sl No	Name of the expert	Academic qualification	General experience in years	Specific Experience in years	Involvement in significant projects/engagement details/list of similar experiences
1					
2					
...					

- g) Necessary documents to establish their eligibility according to the following section;
- h) Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. If there is any joint-venture or consortium formed, the JV firms shall have to submit all the information as above;

IX. ELIGIBILITY OF CONSULTING FIRM

The EOI will be reviewed based on following:

- a. The Agency/Firm must be a marketing, Communication, PR, community/social mobilization agency registered with appropriate authorities and having the required personnel and staffs to develop and implement the overall Communication and Advocacy as per the TOR. It must be duly established in the Bangladesh and may have tie-up or joint venture (JV) arrangements with a market research/advertising agency, NGO, media placement agency and/or production company; (experience beyond 10 years will be considered)



- b. Experience of similar assignment of Communication, Advocacy, Social behavioral change campaigns engaging the development projects through various media platforms/channels and demonstrated capacity to handle such assignment.
- c. Demonstrated expertise on community mobilization, implementation of social and behavioral change program, research and publication, policy advocacy & dialogue.
- d. Financial health of the Firm.

